

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, January 19, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 200**

Directors Present	Linda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Neelura Bell	CRA/LA- (Ex-officio Member)
	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Mitch O'Farrell	CD 13 (Ex-officio Member)
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada, Treasurer	CIM Group, LP
Directors Absent	Frank Stephan, President	Clarett West Development
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Galo Medina	Comprehensive Financial Services
	Thaddeus Smith	The Music Box Theater
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Joe Salazar	Andrews International
	Steve Seyler	Andrews International

Guests	Officer Davenport	LAPD/HWD
	John Luciano	Millennium Argent
	Ariana Gadd	Reveille
	Terri Gerger	Cahuenga Gateway
	Reed Bowlby	Hard Rock Café

I. Call to Order

The meeting was called to order by Board Vice President Linda Bybee at 4:06 p.m.

II. Open Forum

Terri Gerger presented information about the Cahuenga Gateway project, which includes an existing sign in the triangular patch of land near Cahuenga and Yucca. She is making one last push to finalize the project, which includes getting the sign lit. She is in search of about \$20,000 to \$25,000 in funds to complete the project and has been approaching all the local BIDs and neighborhood councils. She reported that Caliber Motors will be taking care of the landscaping and that LADWP will be donating the electrical usage; the land is owned by the city. Morrison stated that because the project is outside of the BID boundaries, the BID itself can not contribute funds but encouraged individual property owners to do so.

Gargano introduced Ariana Gadd from Reveille Productions, a new tenant in the BID, as well as John Luciano who is taking over for Tom Trynin.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **Tej Sundher** and CARRIED to approve the minutes from the December 15, 2011 meeting. Unanimously approved with one abstention, Yamada, due to being absent from that meeting.

IV. Treasurer's Report

A. Approve Treasurer's Report for December 31, 2011: Yamada presented the final report from 2011 and explained there was a \$7,000 variance due to BID assessment delinquencies; otherwise she said it was fairly well balanced. Morrison reported that we had anticipated a 4%, or \$137,000, delinquency rate and that once we deposit the latest payment we will be right on target.

It was moved by **Tej Sundher**, seconded by **Ron Radachy** and CARRIED to approve the Treasurer's Report from December 31, 2011.

V. New Business

Morrison reported that she is preparing for the board's annual strategic planning retreat. Last year's exercise and photos, which led to the Hollywood Facelift campaign, encouraged property owners to take action. However, in preparing for this coming year, Morrison said it would take an extra month or so to process all the sudden changes in Hollywood.

Morrison praised Bell for assisting in getting the CRA's CPEP program initiated and applying their resources for Facelift objectives. Forty applicants submitted to the façade improvement grant program which is now unfortunately will not be funded due to the dissolution of the CRA. As of now, there is no foreseeable economic development plan for Hollywood.

Morrison briefed the board about Madame Tussaud's latest marketing campaign, which set out to attack the Hollywood Wax Museum. Morrison stated that she had never seen anything like that happen in Hollywood where one businesses sought to improve their position by undermining a competitor in such a public manner. Furthermore, the sudden closure of the Music Box was a shock to the community, and there is hope that negotiations will be fruitful to restore this icon and the HPOA President Emeritus to keep the music alive. Additionally, Morrison discussed the "civil sidewalks" initiative near Hollywood and Highland, stating that until Mitch O'Farrell took it on, not much progress had been made, and now that O'Farrell is running for city council he will no longer be working for CD 13, which she stated was like Lewis and Clarke "losing Sacajawea."

She asked the board how we should come together for the strategic planning retreat, and what should be the framework? Tronson stated that when things are most confusing and we are losing allies like O'Farrell and Bell, that it is best to go back to basics and focus on what we are supposed to do, which is to keep the streets clean and safe with an emphasis on streetscape, security, maintenance and marketing. He said we should not get distracted and possibly focus more on marketing than we have in the past, but to keep it simple.

Bybee stated that periods of disequilibrium do provide opportunities; the BID's reputation has a lot of political force that can be used when electing new public officials. She recommended looking into the candidates and visiting them early on. Tronson agreed and added that we have never endorsed or supported a candidate or project as a BID but that the board members are welcome to individually. Gargano stated that economic development is not going away, especially in this challenging economy, and that the city will need more help and we could offer our resources. We need to start looking at Hollywood's economic development ourselves and he is optimistic about the incredible opportunities here. Tronson added that it is a good time to advocate and promote best practices. Gubler pointed out the existence of private organizations working on redevelopment such as the downtown San Diego Partnership, which advocated for the revitalization of areas such as the Gaslamp District there. Tronson said that group was able to get different sets of rules for the different areas they worked on.

Gubler suggested contacting John Given with CIM Group who was involved in that organization. Morrison concluded by saying she is still looking into the New York City board retreat and asked board member to let her know any thoughts they have. Sundher thanked her for bringing up the Madame Tussaud's situation and thanked both the BID and the Chamber for their support.

VI. Committee/Activity Reports

A. Hollywood Facelift

1. STAR working group: Morrison reported that there is not a lot going on with Facelift right now. MacPherson reported that we are resurrecting the economic benchmarking study, which is now going under the name STAR (Strategic Trends and Revenues) Report. The committee is starting to look at economic trends and which ones they would want to measure. Members of the committee include Beck, Gargano, Stephan, Tronson and Yamada; they will be meeting for the first time on Friday, January 27.

B. Security Committee

1. Andrews International 2011 Annual Report: Seyler reported on Andrew's activities for the past year, focusing on homeless outreach, coordination with local service providers, and cooperation with LAPD. He detailed many of the more notable arrests that were made in 2011, out of a total of 1,336. 71 of those were made at a problem property at 6751 Selma which, through the efforts of the BID and the property owner, has now been demolished. Tronson thanked Seyler for his report and stated that Andrews' performance has exceeded our expectations.

2. Community Impact Team efforts: Morrison brought the board's attention to a letter included in the meeting packet from a visitor to Hollywood earlier in the month. She and her children were accosted by characters parked in front of the Hard Rock Café. The mother wrote a detailed letter that was delivered to the BID office complaining about these two characters, who she believed had been hired by the Hard Rock Café. Morrison stated that she is trying to set up a meeting with Carol Sobel, a former ACLU attorney who defended four characters in a suit against the city in 2010, to seek her input on how we should handle this abusive behavior. Tronson added that with O'Farrell leaving CD13, that everyone else needs to step up. Morrison said that the city attorney is no longer prosecuting any arrests of street characters or CD vendors. Ofc. Davenport said there is a video on YouTube of the two police women characters mentioned in the letter. Morrison suggested a letter writing campaign to councilmember Garcetti asking him for help with the civil sidewalks initiative. Sunder said we should mobilize and go down to his open meeting day, which Morrison said is a week from Thursday. Tronson said that we need an ordinance that carves out the HED as a unique area with special rules, and gave as an example the terrorism threat posed by the masked characters. Bonbright asked if we could look into the 'boardwalk ordinance' which is used in Venice Beach; Sundher asked if the BID would be allowed to write an ordinance. Bybee suggested we find a candidate who would take on this issue. Morrison said she loved the idea of drafting the ordinance and Tronson said we should write a special letter to Garcetti, talk to Jeff Briggs about drafting and ordinance, and then find out when we can visit Garcetti in his office. Reed Bowlby, manager of the Hard Rock Café, addressed the board, and added that they are right in the middle of the area where all the issues are occurring and have a lot of concerns regarding the characters and CD vendors. He stated that it got so much better in the summer of 2010 but has degenerated since then. He thanked the board for their efforts in dealing with the situation, and reported that they are ratcheting up the heat with their corporate people, as the problems continue to escalate.

Lastly, Mariani thanked Officer Davenport on his efforts to manage the food truck problem. He also thanked Sundher for tracking tour buses on Hollywood Blvd. Section 80.736 in the municipal code does allow for escalating fines for multiple parking violations, but due to controversy, a judge ordered that

LAPD not enforce that. We are still looking into establishing a tour bus staging area, and we are also looking at the weight limits on Cole Ave. due to the food trucks that park there constantly and leaving trash behind; it is believed that the trucks are in violation of the weight limit.

3. Hollywood at night: Morrison reported that there had been a great lunch meeting last week on the subject and now she is setting up meetings with property owners of nightclubs with Captain Girmala to discuss the issue of problem promoters, hoping to mitigate these problems through an ownership standpoint.

4. Cahuenga Corridor meetings: deferred until next month.

5. Public Safety Camera Update: Mariani stated that the cameras are a hot-button issue, referring to a recent article in the LA Times about lack of maintenance of public security cameras, so the security committee is keeping on the pulse of the issue. Yamada asked if anyone was currently monitoring the Hollywood cameras; Mariani said that he believes lately there has been a renewed interest in the cameras at LAPD. He has also looked into running a feed into the BID security office or the main office, but legally and financially it is probably not viable. He stated that the camera at Whitley is down and he is scheduling a site visit to see if we can reinstall it on the Hollywood Toy and Costume building or the Kress building. Tronson stated that we are committed to the cameras, but it is up to the police captain's discretion how they are monitored. He said they are very valuable as one of our own cameras was utilized to help identify the suspect in the recent string of arsons in Hollywood.

C. Streetscape Committee

1. Resurrection of Streetscape Committee: MacPherson reported that Don Mushin has agreed to chair the newly revived committee. She asked Lyons if he would also participate; he replied in the affirmative. MacPherson requested that one more board member join the committee, as there is a lot to tackle. The committee will focus on filling voids left by decrease in city services, such as filling the tree wells.

2. Report from EaCa pedestrian alley improvement project: MacPherson said they are still working to establish a date for the grand opening but it will most likely be in February.

3. Update – installation of wrought-iron bus benches: MacPherson reported that she was able to ameliorate concerns about the placement of new bus benches in front of the W Hotel at Hollywood Blvd. and Argyle. However, we may be dealing with removal and reinstallation of the benches during Chamber star ceremonies in the future but we are discussing the issue with the historic trust.

4. Community Plan and Urban Design Guidelines: MacPherson said the date for the PLUM (Planning and Land Use Management) Committee has not yet been scheduled, but it will probably be in late February or early March. At this meeting, the committee will be reviewing the Community Plan for possible approval; from there the plan will go to the full city council. She attended an AIA meeting last night where many residents showed up to oppose the plan. MacPherson stated that we will need people to testify in support of the plan at the PLUM committee, so she will keep the board members informed of the date. Gargano stated that the vision of no change, which is what is being advocated by many residents, is not beneficial for anyone. MacPherson said there was a recent article

in LA Weekly outlining the residents' arguments. Lastly, she said she is unsure about what will happen to the Urban Design Guidelines now that the CRA is being dissolved.

6. DWP Grant: MacPherson stated that we will be submitting the costs of the collateral material and new website for International Pow Wow for grant funding.

7. Maintenance Headquarters: The ongoing search for a location continues.

D. Marketing Committee

1. CBS/ KNX Radio "On Your Corner" Broadcast January 27: Strecker said everything is on track for the KNX broadcast from Hollywood with the morning broadcast at the W Hotel and the afternoon being broadcast from ArcLight. He stated that he believed the fact that both BIDs voted to sponsor the event lead the station to choose the broadcast locations in each district. He has submitted information on story ideas to the KNX news team and is hopeful that they will be reaching out to us for information.

2. Pow Wow 2012: Strecker reported on progress of the social media, internet and various other plans to showcase the HED to Pow Wow attendees. Staff has been coordinating with Urban Legend PR, Double Matrix web design, and LA Inc. to continue moving forward on these initiatives. Kim Sudhalter has begun putting together the press releases which will be disseminated to the travel writers at the conference and created a "wireframe" of the new micro-site, which will feature itineraries, business listings, Facebook and Foursquare tie-ins, and a video which will also be shown on the buses that transport attendees to the opening night party at Hollywood & Highland as well as being projected onto the arches at the party. Lastly, Strecker said there will be an advisory group meeting on January 24th with our marketing partners.

E. Nominating Committee

1. Open board seat: Morrison stated that one seat on the board remains vacant.

VII. Old Business

There was no old business to discuss.

VIII. Executive Director's Report:

Morrison stated that all parties involved in the Carr "slip and fall" have deferred to their insurance companies. Yamada stated that it is up to the insurance attorneys how the case will proceed. Morrison added that CIM Group has countersued, as has the city, and added that HPOA will most likely have to do the same. The case is currently in discovery.

With regards to the city redistricting, Morrison said all the public hearings have now been held and the commission is currently drafting maps which will be released soon. She had attended one of the hearings and noted that the residents voiced their wish for Hollywood to be in one unified council district. She said that Koreatown residents had been very vocal and organized in their request to be put in only one district. The commission is charged with balancing out the districts according to population

and she suspects there will be significant changes in the boundaries. The first drafts should be released in late January and finalized in March.

Sundher reported that Mitch O'Farrell will be having a fundraiser for his city council campaign on February 7.

IX. Next Meeting:

The next meeting will be held on Thursday, February 16 at 4 p.m.

X. Adjournment:

There being no further business the meeting was adjourned by Vice President Linda Bybee at 5:56 p.m.